

ABSTRACT OF THE DISCLOSURE

The present invention is directed to a system, method, and software product for ordering of merchandise over a communication network among a plurality of merchandise providers from a plurality of order terminals, each of the order terminals being associated with one of a plurality of business entities, comprising maintaining information with respect to business relationships between the merchandise providers and a plurality of business entities and providing an offering at one or more of a plurality of order terminals based on the business relationships associated with one or more of the order terminals.

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